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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re application of:

Neil Hunt, et al.

Serial No.: 10/773,843

Filed on: February 6, 2004

) Confirmation No.: 8524  
)  
) Examiner: Zurita, James H.  
)  
) Group Art Unit No.: 3625  
)

For: APPROACH FOR ESTIMATING USER RATINGS OF ITEMS

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Enclosed is at least one copy of Form PTO/SB/08 (A or B) together with copies of the documents cited on that form, if needed. Pursuant to 37 C.F.R. § 1.97, the submission of this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed as an admission that the information cited in this statement is material to patentability.

Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted under one of the following (as indicated by an "X" to the left of the appropriate paragraph):

- ☐ 37 C.F.R. §1.97(b). It is respectfully requested that the cited documents be considered and that each enclosed Form PTO/SB/08 be initialed by the Examiner to indicate such consideration and a copy thereof returned.
- ☒ 37 C.F.R. §1.97(c). If so, then this Information Disclosure Statement includes one of the following:
  - ☒ A statement pursuant to 37 C.F.R. §1.97(e)

☐ 1.97(e)(1) The undersigned hereby states that each item of information contained in this information disclosure statement was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this information disclosure statement.

☒ 1.97(e)(2) The undersigned hereby states that no item of information contained in this information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in this information disclosure statement was known to any individual designated in §1.56(c) more than three months prior to the filing of this information disclosure statement.

☐ A check for \$180.00 for the fee under 37 C.F.R. § 1.17(p).

It is respectfully requested that the cited documents be considered and that each enclosed Form PTO/SB/08 be initialed by the Examiner to indicate such consideration and a copy thereof returned.

☐ 37 C.F.R. §1.97(d). If so, then this Information Disclosure Statement includes the following:

☐ A statement pursuant to 37 C.F.R. §1.97(e)

☐ 1.97(e)(1) The undersigned hereby states that each item of information contained in this information disclosure statement was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this information disclosure statement; OR

☐ 1.97(e)(2) The undersigned hereby states that no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in §1.56(c) more than three months prior to the filing of this information disclosure statement.

AND

☐ A check for \$180.00 for the fee under 37 C.F.R. §1.17(i) for submission of the Information Disclosure Statement.

It is respectfully requested that the cited documents be considered and that each enclosed Form PTO/SB/08 be initialed by the Examiner to indicate such consideration and a copy thereof returned.

☐ 37 C.F.R. §1.97(i). The undersigned is submitting references to satisfy disclosure obligations in hopes that the references will be considered by the Examiner. Although the submission does not fully meet 37 C.F.R. §1.97, it is respectfully requested that the cited documents be considered and that each enclosed Form PTO/SB/08 be initialed by the Examiner to indicate such consideration and a copy thereof returned. It is understood that if the Examiner does not consider the cited references, the cited documents will be placed in the file pursuant to 37 C.F.R. §1.97(i).

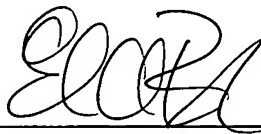
Accordingly, copies of the references as listed on each enclosed Form PTO/SB/08 are submitted herewith, if needed. No certification or fees are deemed necessary.

Throughout the pendency of this application, please charge any additional fees, including any required extension of time fees, and credit all overpayments to deposit account 50-1302.

Respectfully submitted,

HICKMAN PALERMO TRUONG & BECKER LLP

Dated: May 18, 2007



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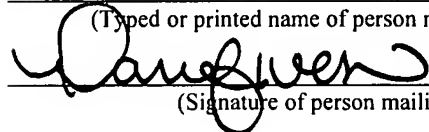
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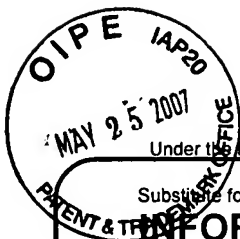
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Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

**Complete if Known**

Application Number 10/773,843  
Filing Date February 6, 2004  
First Named Inventor Neil Hunt  
Art Unit 3625  
Examiner Name Zurita, James H.  
Attorney Docket Number 56055-0024

Sheet 1

of 1

**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				
		WO 009105307 A1	04-18-1991	Image Engineering, Inc.		

**NON PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		BUSINESS WIRE, "Leading Online E-Commerce and Entertainment Retailers Endorse Andromedia's LikeMinds Personalization Server 3.0," New York: July 15, 1999, located on the internet at <a href="http://proquest.umi.com/psdweb?did=43177068&amp;sid=13&amp;Fmt=3&amp;clientId=19649&amp;RQT=309&amp;VName=PQD">http://proquest.umi.com/psdweb?did=43177068&amp;sid=13&amp;Fmt=3&amp;clientId=19649&amp;RQT=309&amp;VName=PQD</a> , retrieved on 04-16-2007, 4 pages.	

Examiner  
SignatureDate  
Considered

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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